

Branding Guidelines for Park@DCU

14th November 2017

Please use these guidelines in designing your interface appearance. You can use the current DCU website as inspiration and to get colour palettes. You don't have to use all of the colours but should ensure that the appearance is complementary and fits with the general DCU look and feel.

Please use your design knowledge from other subjects and you may find the following link helpful in understanding usability and accessibility - <https://www.w3.org/WAI/intro/usable>.

You must consider both how the interface will be used by the profiles you've been given and how it can be aesthetically pleasing and consistent. This will mean changing the templates.

Resources:

DCU logo 1 : http://www4.dcu.ie/sites/default/files/DCU-logo-main_1.png

DCU logo 2: in client_notes/DCU_logo_2col.jpg

General images for DCU - <http://dublincityuniversity.pixieset.com/>

Colours: should complement those used in the DCU home page - www.dcu.ie

